

## **Strategic Work Plan: State of the Sound**

A State of the Sound reporting is required of the Leadership Council by our enabling statute to provide everyone who cares about Puget Sound with the following information every two years starting in 2009 (RCW 90.71.370 (3), REPORTS), as follows:

- (1) An assessment of progress by state and non-state entities in implementing the Action Agenda, including accomplishments in the use of state funds for Action Agenda implementation;
- (2) A description of actions by implementing entities that is inconsistent with the action agenda and steps taken to remedy the inconsistency;
- (3) **The comments by the [Science] Panel on progress in implementing the [Science] Plan, as well as findings arising from the assessment and monitoring program;**
- (4) A review of citizen concerns provided to the Partnership; and the disposition of those concerns;
- (5) A review of the expenditures of funds to state agencies for the implementation of programs affecting the protection and recovery of Puget Sound, and an assessment of whether the use of the funds is consistent with the Action Agenda; and
- (6) An identification of all funds provided to the Partnership, and recommendations as to how future state expenditures for all entities, including the Partnership, could better match the priorities of the Action Agenda.

This work will as a result need to involve Performance Management and Finance (a & b), Science (c), Public Engagement and Board Operations (d), and Finance (e & f).

### **2011 State of the Sound Staff Team:**

**Performance Management** – Performance Management Director (Facilitator) and Senior Performance Management Analyst (Team Lead)

**Science** – Science Director and Technical Programs Director

**Public Engagement and Board Operations** – PEBO Director, Designer (included to manage the print and web-based content's design, web launch, and associated printing process) and a professional scientific writer or two (which we may not have on staff)

**Finance** – Finance Director and Fiscal & Contracts Manager

PLEASE NOTE: It is important that each of the staff people on the State of the Sound Team be strategically assigned to work diligently together on this task understanding the critical importance of our success. Without that clearly being agreed to, this work plan is not workable. Additionally, a professional copy writer or two specializing in

translating scientific terminology into citizen friendly language are needed to produce the best possible work product.

Following on from the State of the Sound report developed by the Puget Sound Action Team, the first generation of the Puget Sound Partnership's State of the Sound report published in 2009, it is critical for us to focus early on toward producing ever improving State of the Sound information in the future in a sustainable way. To this end, it is recommended that we produce both a virtual version and a hard copy of the State of the Sound report in 2011 with the idea that we will continue to produce the State of the Sound as an online resource for all of our various stakeholder groups' consumption going forward, and ultimately wean everyone away from the hard copy State of the Sound reports over time.

#### **Monthly Meetings of the State of the Sound Staff Team:**

**Meeting 1 (January):** Decide what each of the bolded phrases noted above requires of us/ interpret how we will proceed to act in reference to each of those six requirements in contrast to how the 2009 version of the State of the Sound had been produced.

**Meeting 2 (February):** Review work plans for each of the four Partnership departments involved, coming to consensus on the emerging plan overall. Discuss the key customers/ audiences for this report and what their business requirements might be.

**Meeting 3 (March):** Produce a State of the Sound plan of approach (Table of Contents with brief descriptions of the sections of the report/ website content) to review with the Science Panel and Leadership Council to get their input, and ultimately, their approval of the approach to being taken by the Team.

**Meeting 4 (April):** Begin to assemble the design elements, select images, and Dashboard and emerging Threat Reduction Indicators' graphs for potential inclusion in the report and on the web, along with the associated narratives to be used to accompany the graphs and tables to be included.

**Meeting 5 (May):** Mock-up the initial DRAFT of the State of the Sound (both the hard copy and virtual versions) for review by the various key stakeholder groups.

**Meeting 6 (June):** Review the initial DRAFT of the State of the Sound for review by various key stakeholder groups (once again, both the hard copy and virtual versions).

**Meeting 7 (July):** Begin production of the web and print versions of the report in earnest.

**Meeting 8 (August):** Review the printer's proof of the print version and make final mark-ups, as well as secure input on the web version from select leaders in key Partner agencies to allow for final editing to be completed.

**Meeting 9 (September):** Schedule the launch of the 2011 State of the Sound.

**Meeting 10 (October):** Launch the State of the Sound.